

CLAIMS

What is claimed is:

- 1 1. A method for reducing costs in a supply chain management framework,
2 comprising:
 - 3 a) receiving data from a plurality of supply chain participants utilizing a network,
4 the data relating to the sale of products by the supply chain participants;
 - 5 b) determining rules to ensure the incurrence of minimal costs to the supply chain
6 participants; and
 - 7 c) applying the rules to ensure supply to the supply chain participants at minimal
8 cost without requiring the supply chain manager to take title to any goods.
- 1 2. The method of claim 1, wherein the rules are determined by a brand owner.
- 1 3. The method of claim 1, wherein the rules indicate a distributor to which the
2 electronic order form is to be sent.
- 1 4. The method of claim 1, wherein the rules indicate an amount of the products to be
2 ordered from the distributor of the supply chain.
- 1 5. The method of claim 1, wherein forecasting is carried out as a function of the
2 rules.
- 1 6. The method of claim 1, wherein promotion planning is carried out as a function of
2 the rules.
- 1 7. A system for reducing costs in a supply chain management framework,
2 comprising:

3 a) logic for receiving data from a plurality of supply chain participants utilizing a
4 network, the data relating to the sale of products by the supply chain participants;
5 b) logic for determining rules to ensure the incurrence of minimal costs to the supply
6 chain participants; and
7 c) logic for applying the rules to ensure supply to the supply chain participants at
8 minimal cost without requiring the supply chain manager to take title to any
9 goods.

1 8. The system of claim 7, wherein the rules are determined by a brand owner.

1 9. The system of claim 7, wherein the rules indicate a distributor to which the
2 electronic order form is to be sent.

1 10. The system of claim 7, wherein the rules indicate an amount of the products to be
2 ordered from the distributor of the supply chain.

1 11. The system of claim 7, wherein forecasting is carried out as a function of the
2 rules.

1 12. The system of claim 7, wherein promotion planning is carried out as a function of
the rules.

1 13. A computer program product for reducing costs in a supply chain management
2 framework, comprising:
3 a) computer code for receiving data from a plurality of supply chain participants
4 utilizing a network, the data relating to the sale of products by the supply chain
5 participants;
6 b) computer code for determining rules to ensure the incurrence of minimal costs to
7 the supply chain participants; and

8 c) computer code applying the rules to ensure supply to the supply chain participants
9 at minimal cost without requiring the supply chain manager to take title to any
10 goods.

1 14. The computer program product of claim 13, wherein the rules are determined by a
2 brand owner.

1 15. The computer program product of claim 13, wherein the rules indicate a
2 distributor to which the electronic order form is to be sent.

1 16. The computer program product of claim 13, wherein the rules indicate an amount
2 of the products to be ordered from the distributor of the supply chain.

1 17. The computer program product of claim 13, wherein forecasting is carried out as a
2 function of the rules.

18. The computer program product of claim 13, wherein promotion planning is
 carried out as a function of the rules.